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## **R U Paying Attention to Your Driving?**

### ***Police Launch New Distracted Driving Campaign***

Chantilly – If you're texting, eating, applying make up or getting dressed while you're behind the wheel, you may want to reconsider: Fairfax County Police will be watching. They're kicking off a new distracted driving campaign aimed at keeping motorists and county roadways safer.

A recent study by the Virginia Tech Transportation Institute points out that nearly 80 percent of all crashes and 65 percent of all near-crashes involved driver inattention due to distraction.

Captain Susan Culin, Commander of the FCPD Traffic Division says "Distracted driving is a serious problem," said Captain Culin, "We see it every day; every where; it's become an epidemic on our roadways."

The new campaign combines public education and awareness with strict, innovative, enforcement techniques. Officers will be posted at intersections and along roads where there is high volume and high number of crash incidents, such as the Route 28 corridor and the Tyson' Corner area. "Officers may be positioned in 'unorthodox' locations where they'll be able to best view careless behaviors that take a driver's focus off of the roadway," she said.

In addition to the increased enforcement effort, a new survey with a focus on texting while driving is being launched. Officials want to measure and assess public attitudes and behaviors about distracted driving in Fairfax County so they can best determine and target traffic safety education efforts. The online survey is now posted for public participation at [www.fairfaxcounty.gov/police](http://www.fairfaxcounty.gov/police). School resource officers are also encouraging teen drivers to participate.

In partnership with Fairfax County Public Schools, police will distribute a new texting-awareness poster throughout schools across the county as well.

The campaign is slated to run through June 2011; with updates on education and enforcement efforts to be shared with the public.

For more information on the new campaign or distracted driving issues, please contact the [Traffic Safety Division](#) at 703-280-0500.

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